WE CLAIM:

- 1. A stretchable web comprising:
 - a three-dimensional web having a plurality of elongated cells aligned to provide mechanical elasticity perpendicular to the aligned elongated apertures, and
 - a retractive force mechanism to provide increased retractive force in the direction of mechanical elasticity.
- 2. The web of claim 1, wherein the retractive force mechanism comprises lanes of two-dimensional material positioned between lanes of three-dimensional elongated cells.
- 3. The web of claim 1, wherein the retractive force mechanism comprises lanes of a plurality of smaller cells between lanes of a plurality of larger cells.
- 4. The web of claim 1, wherein the retractive force mechanism is a reinforcing layer bonded to said web.
- 5. The web of claim 4, wherein the reinforcing layer is selected from the group consisting of film, non-woven, woven, necked non-woven, slit non-woven, apertured non-woven, apertured film, apertured film with elongated apertures, laminates, incrementally stretched non-wovens, and mixtures thereof.
- 6. The web of claim 4, wherein the reinforcing layer is bonded to the web with a plurality of discrete bonds.
- 7. The web of claim 4, wherein the reinforcing layer is bonded to the web with an adhesive or an elastic adhesive.
- 8. The web of claim 1 wherein the elongated cells are apertures.
- 9. The web of claim 1 wherein the retractive force mechanism comprises at least one bridging element positioned across at least one elongated cell.

- 10. The web of claim 9 wherein the bridging element is comprised of the same material as the web.
- 11. The web of claim 9 wherein the bridging element is comprised of a material selected from the group consisting of adhesive, elastic adhesive, film strips, non-woven strips, and mixtures thereof.
- 12. The web of claim 9, wherein the bridging element is positioned across the minor axis of at least one elongated cell.
- 13. The web of claim 12, wherein the bridging element is ruptured across the at least one elongated cell.
- 14. A stretchable web, comprising:
 - a web of material; and pinwheel groupings of three-dimensional cells in the inelastic material, the groupings including a central cell and a plurality of cells at least partially surrounding the central cell to create elasticity.
- 15. The web of claim 14 wherein the plurality of cells at least partially surrounding the central cell includes at least a pair of "C" shaped cells.
- 16. The web of claim 15 wherein the plurality of cells at least partially surrounding the central cell comprises at least two shapes of cells.
- 17. The web of claim 14 wherein the three-dimensional cells include a plurality of apertures.
- 18. A method of making the web of claim 1, comprising:

forming a three-dimensional web comprising a plurality of elongated apertures aligned to provide mechanical elasticity perpendicular to the aligned elongated apertures; and

providing a retractive force mechanism to the three-dimensional web to increase the retractive force of the web.

- 19. The method of claim 18, wherein providing the retractive force mechanism comprises forming the three-dimensional web using a screen having at least one lane of perforations positioned between at least one lane of unperforated screen to provide a web having at least one lane of two-dimensional material positioned between at least one lane of three-dimensional elongated cells.
- 20. The method of claim 18, wherein providing the retractive force mechanism comprises forming the three-dimensional web using a screen having a plurality of first perforations positioned between a plurality of second perforations where the first perforations have a diameter smaller than the second perforations.
- 21. The method of claim 18, wherein providing the retractive force mechanism comprising bonding a reinforcing layer to the web.
- 22. The method of claim 21, wherein the reinforcing layer is selected from the group consisting of film, non-woven, woven, necked non-woven, slit non-woven, apertured non-woven, apertured film, apertured film with elongated apertures, laminates, incrementally stretched non-wovens, and mixtures thereof.
- 23. The method of claim 21, wherein the reinforcing layer is bonded to the web with a plurality of discrete bonds.
- 24. The method of claim 21, wherein the reinforcing layer is bonded to the web with an adhesive or an elastic adhesive.
- 25. The method of claim 18 wherein providing the retractive force mechanism comprises positioning at least one bridging element across at least one elongated cell.
- 26. The method of claim 25 wherein the bridging element is comprised of the same material as the web.

- 27. The method of claim 25 wherein the bridging element is comprised of a material selected from the group consisting of adhesive, elastic adhesive, film strips, non-woven strips, and mixtures thereof.
- 28. The method of claim 25, wherein the bridging element is positioned across the minor axis of at least one elongated cell.
- 29. The method of claim 28, wherein the bridging element is ruptured across the at least one elongated cell.
- 30. A laminate comprising the web of claim 1 and an additional layer laminated to the web.
- 31. An absorbent garment comprising the web of claim 1.